

2020 Census Communications Campaign Evaluations

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2010 Census Integrated Communications Program Evaluation

A look back:

- (1) Independent evaluation of the 2010 Census Integrated Communications Program conducted by NORC.
- (2) The principal data source was a set of three nationally representative household surveys conducted between October 2009 and August 2010 to capture knowledge, attitudes, and exposure to the campaign.
- (3) Two Major Limitations: Without a control group, the evaluation was unable to provide an estimate of the total effect of the 2010 Census ICP; the evaluation was unable to disentangle the impact of each individual component.

2020 Census Evaluations

Cross-directorate teams to lead multiple evaluation efforts for different components of the program.

- Seven communications related research projects.
- All are currently in various states of planning or execution.

2020 Census Tracking Survey

Research Questions:

- (1) Does decennial census awareness increase over time? Among subgroups?
- (2) How do measures related to intention to participate and actual participation change over time? Among subgroups?
- (3) How do attitudes and knowledge about the census change over time? Among subgroups?

Goals

- Track U.S. public sentiment concerning matters that may bear upon 2020 Census participation.
 - Monitor changes in attitudes about the census over time.
 - Explore relevant topics such as data confidentiality.
 - Assess attitudes on emerging areas that may have an impact on census participation.
- Help evaluate public communication efforts, and suggest where they need improvement or redirection.
- Inform Campaign Optimization during the enumeration.

Probability-Based Survey Overview

The Census Bureau will buy data for a 2020 Census Tracking Survey. Team Y&R will plan, implement, and monitor the survey as well as analyze the survey data with support from the Census Bureau.

- CRI/ReconMR will conduct the data collection. This team has over 20 years of experience implementing phone surveys for state and federal governments.
- Random Digit Dial (RDD) telephone interviews with a probability sample of U.S. adult residents in all 50 states and DC.
- Began in September 2019 and extend through June 2020.
 - September through December 2019: 1400 completed cases monthly
 - January through June 2020: 1400 completed cases weekly

Non-Probability Supplement Overview

Y&R subcontracting to ThinkNow and Dynata to collect data to gather information on populations who may not be represented in high enough numbers in RDD survey, namely Asians and Spanish-speakers.

- Quota sample by groups:
 - Age and gender
 - Race and Hispanic origin
 - Census region
 - Education
 - Language
- Weighting and reporting based on 3-day rolling average using the above variables and nativity.
- 2100 completed cases per week (one week per month in 2019, and every week during 2020)
- Approximately 15% Hispanic, 12% Black or African American, 11% Asian, 62% White

Questionnaire

I. Substantive questions

- Awareness
- Intention and self-reported response
- Likelihood to encourage others to respond
- Mode preference
- Message awareness
- Attitudinal questions
 - Whether the census matters
 - Confidentiality (4 Qs)
 - Trust in federal statistics
- Civic engagement

II. Federal statistics usage

III. Benchmarks (4 Qs)

IV. Demographics

- I. Age
- II. Sex
- III. Race
- IV. Hispanic origin
- V. Education
- VI. Marital status
- VII. Language (3 Qs)
- VIII. Nativity

Current Status

- The tracking survey is in its third month of data collection.
- High level findings for September 2019 in line with the 2020 Census CBAMS Survey and the 2010 Census Tracking Survey.

Pre- and post-2020 Census communications campaign panel survey: measuring change over time to Census Mindsets

Research Questions:

- (1) Did the public's mindsets towards the Census shift over the course of the 2020 Communications Campaign?
- (2) If yes, how did each of the mindsets migrate over the course of the campaign?
- (3) Did the mindsets at Wave 2 align with predicted self-response behavior in the 2020 Census?
- (4) To what degree did Wave 2 panel respondents experience conditioning effects?



Eager Engagers

19% of U.S. Population



Fence Sitters

32% of U.S. Population



Confidentiality Minded

15% of U.S. Population



Head Nodders

9% of U.S. Population



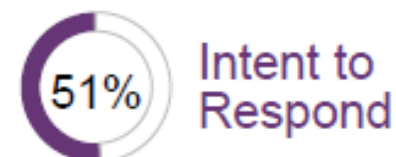
Wary Skeptics

14% of U.S. Population



Disconnected Doubters

10% of U.S. Population



Note: U.S. population percentages do not add to 100% due to rounding error.

Current Status

- Ready to launch pre-campaign data collection via web survey.

Quantitative 2020 Census Creative Testing

Research Questions:

- (1) Do creative originals (e.g., television, digital, print ads) increase participant's positive feelings towards the Census Bureau in general?
- (2) Do creative originals increase participant's positive feelings towards the Decennial Census?
- (3) Do creative originals increase participant's willingness to participate in the Decennial Census?
- (4) Can quantitative creative testing supplement findings from focus groups?
- (5) What lessons from quantitative creative testing can be applied to future Census Bureau creative testing efforts?

Current Status

- Finalizing data collection instrument
- Awaiting receipt of final ads for testing – expected by the end of 2019

Evaluating the Effectiveness of Digital Advertising with Tracking URLs

Research Questions:

- (1) Within each audience group, what are the conversion rates for each message, channel, and ad location?
- (2) Targeted digital advertisement will be created and deployed to reach specific audiences. How effective were targeted digital ads at converting their intended audience?

Current Status

- Verifying post campaign data availability
- Finalizing analysis plan

Matching 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Survey Sample to 2020 Decennial Census

Research Questions:

- (1) How did one's CBAMS self-reported likelihood to respond to the census reflect their household's actual 2020 Census response?
- (2) How did the CBAMS self-reported mode preference to respond to the census reflect actual household's actual mode choice in the Census?
- (3) What were the demographic and household characteristics of CBAMS nonrespondents?

Current Status

- Obtaining final study plan approval

Comparing 2019 Census Test and 2020 Census Self-Response Rates to Estimate “Decennial Environment”

Research Questions:

- (1) For the sample of households included in the treatment condition of the 2019 Census Test (i.e., those that did not receive citizenship question), how does the self-response of these households compare between 2019 and 2020? This will provide an indirect measure of how the 2020 advertising campaign increased self-response.
- (2) Are there changes in proportion of online self-response between 2019 and 2020? The advertising campaign may motivate households to respond via the internet.
- (3) Do self-response rates and proportion of internet self-response differ across audience segments?

Current Status

- Obtaining final study plan approval

Effect of Decennial Census on ACS Self-Response Rates

Research Questions:

- (1) Are there differences in the expected and observed ACS self-response rates for months in which the 2020 advertising campaign is active? Is there variation across audience segment groups?
- (2) ACS households can respond via mail or online. Does the presence of the advertising campaign influence the mode of response? Are these patterns different between audience segments?

Current Status

- Obtaining final study plan approval

2020 Census IPC Operational Assessments and Lessons Learned

Operational Assessments

- IPC operations
- ICC contract
- Research to Support ICC
- Mobile Response Program

Lessons Learned

- Each IPC team will provide input for lessons learned for the IPC